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Description automatically generatedGod's Great Work**

**in Reaching Singles**

By Kris Swiatocho

**Q: Do you want to reach every single person you can? Then, let's talk about how to reach every "single" person.**

**Single Adults, the Untapped People Group**

Nation-wide, the single adult population is 54%\* while in some cities, it's higher and lower in the rural areas. But this is non-reflective in most of our churches.

\*https://www.barna.com/single-minded-church/

**So, why aren't our churches reflective of this 54%?**

1. Most churches are led/pastored by married adults who often focus on similar life stages.
2. Most sermons are often geared towards marriage and family.
3. Most church events and ministries are focused on traditional families.
4. Most leadership opportunities are often offered to married adults over single adults.
5. There is a perceived lack of need; most churches do not think there are single adults to reach out to. Or they defined singles as a particular age group that is only focused on getting married.
6. There is a perceived lack of available resources to reach them.
7. From gossip or past bad experiences, it seems to be too much work to try and reach them.
8. Lack of leadership development and continued development to grow or reach them.

**So, let's clear up a few things:**

1. Like all adults of all backgrounds and ages, single adults want to feel valued, included, and loved. People, for the most part, desire community and a place to serve, using their gifts.
2. You do not have to have a special program, bible studies, or spend tons of money to reach single adults at first.
3. Most single adults (even older ones) want to be married or re-married, which is good. For those who are following the Lord, they would like to marry another Christian. If our churches do not provide a safe place for singles and single parents to come, where they feel valued and wanted, singles will look for someone outside the church.

Note: Our 2nd most significant decision in life is who we will marry. Our first is salvation.

**Single adults matter and can help grow your church in numbers, maturity, and commitment if given a chance. Here are a few ways:**

1. **When you include single adults (as examples from the Bible) or remember them in your sermons your stories, you are saying they are essential.** *This alone will change the involvement in your church.* *If my pastor cares, then I must be of value.* *Then, I must help the church grow. I must serve in some capacity.*
2. **Getting to know singles by their names, including a bit about their lives, will grow your church.**   
   Married people rarely invite singles to lunch or dinner (or think about needs they might have at home.) Hosting a single adult in your home, including those with kids, will communicate their value.   
     
   Because single adults have a larger community than most marrieds, words will spread fast about how much you care. Remember, too, this is a great way to find potential volunteers and leaders.

Note: You might even go through your church database to update it, contact those who are single, inviting them back. The more we know about single adults who come to your church and vice versa, the more significant potential we have to grow the church.

1. **Singles who have never married or do not have children have the most flexible use of their time and money.** However, they are the least reached in the church. It's not to say they have more time or other responsibilities, but because they do not have a spouse, they can often serve longer, help at the last minute, and lead in multiple areas of ministry.
2. **Singles make amazing greeters.** We need to have greeters that reflect who goes to your church and who you want to reach. Many single adults visit your church on Sunday mornings. By greeting them and having a welcome center where they fill out information, you can identify those who are single. This is an excellent way to learn who they are from the start, reach out to them, and involve them.
3. **Ask singles to serve in all areas of the church, especially in areas of leadership.** Think about two singles if your Sunday school classes or small groups need two leaders. Often, even when singles get married, they will continue even after marriage if they are invested in serving. Also, by involving singles in all areas of the church, the church grows and has better connections.
4. **Do you want more young marrieds with kids in your church?** Please know that two young marrieds come from two young singles. The more we invest in reaching singles and growing them in the Lord, the healthier their marriages will be (including all-aged marriages)
5. **Start a Bible study, small group, geared to ministering to single adults in their life stage.**   
   For example, Boundaries in Relationships, Divorce Care, Grief Share, Jesus…Single Like Me, Intentional Relationships for Singles, etc. Depending on the size of your church, it can grow into a singles ministry, but if not, it is still ministering to this group of people to ultimately grow them personally and the church.   
   Note: Singles ministry is not the end but a gateway to reach all people for Christ.

**What can Kris Swiatocho and The Singles Network Ministries help you do?**

1. We can help you start the conversation about reaching your singles in your church and your community. How, as the pastor, you can begin the conversation with your singles.
2. We can help you understand who a single adult is and how to minister/reach them in your church. We can assist you in identifying them so you can know the best direction to minister to them.
3. We can help you with your first impression ministry by being a secret shopper and training greeters and ushers towards being a more welcoming and warm church (to include singles).
4. We can help you with your overall marketing, including graphics and website, to be single-sensitive.
5. We can help you start a singles ministry and train leaders (including marrieds and singles) in a short- or long-term solution. We can also assess existing ministries, Sunday school, or small group ministries to single problem areas or solutions for lack of growth.

**Next step?**

1. **You came to this workshop; that's a significant first step.**
2. **Start praying.** Remember, the enemy doesn't want your church to grow. He doesn't want you to reach this vast demographic that has the power to change the world. He doesn't want marriage. He doesn't like people to use their gifts. He doesn't like anyone to grow. (John 10:10)
3. **Go to www.TheSinglesNetwork.org and sign up for our free monthly Enews, with articles that include felt-need to leadership strategies, events, and resources.** You can also sign up to join our Facebook page and attend our leadership retreat that piggybacks our annual singles retreat held in the mountains of NC and our cruise.   
     
   Check out the hundreds of resources, including free videos on how you can start and grow the singles ministry. You can also purchase our leadership curriculum and/or one of our Bible studies for singles.
4. **Email Kris at Kris@thesinglesnetwork.org or call her at 919.434.3611 to help you beyond the website.**

*Care for the flock of God entrusted to you. Watch over it willingly, not grudgingly--not for what you will get out of it, but because you are eager to serve God. 1 Peter 5:12*

***If I want one year of prosperity, plant some grain.***

***If you want ten years of prosperity, grow a tree.***

***If you want 100 years of prosperity, grow people.***

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